



## **Beer Community and Tourism Team (BCTT)**

Meeting was held @ Mariners Hall Beer on Wednesday 20<sup>th</sup> October 2021 @  
7.30pm

### **Minutes**

**Reordered and reported by Kayleigh Westlake**

**(20/10/21)**

**Chair: CLLR Mandy Graham**

**Attendance:** Darren Clinch, Emma Molony, Poppy Greig, Jo Fox, Tracey Chapple, Nette Hamnett, Geoff Pook, Norah Jagers, Sue Ball

**Total attendance: 11**

1. **Apologies for absence:** Andy Cobbold, Jess Boulton, Ruth Bullock, Wendy Dodd, Clare James, Henry Jagers, Jackie Tite, Ian Tite, Mike Labert, Susan Green, Richard Scott, Kate Ponting, Lorraine Kingsley
2. **Declaration of interest that may become personal**
3. **Approval of last minutes recorded on 22/09/2021**

**Approved by: CLLR Mandy Graham**

**Seconded by: CLLR Emma Molony**

#### **4. Hemingway feedback**

Geoff has passed on the recordings and discussions from 22<sup>nd</sup> September to Hemingway and has run through the recommendations. Hemingway will look at the specifics and come back with a more personal plan to Beer. Unfortunately, there will be a delay in the consultation meaning the design will fall into 2022. In this time, they will be looking at funding opportunities. More information to be presented as and when more communication is made and feedback is produced.

## 5. Fireworks New Year's Eve 2021

- Have been in contact with Richard from Angelfire Pyrotechnics and provisionally booked them for the Friday 31<sup>st</sup> December, New Year's Eve, there is a slight cloud hanging over the budget (£1000), Kayleigh will meet with him on Monday 15<sup>th</sup> November and see what our options are alongside of going through the Risk Assessments with Mandy Graham, Tracey Chapple also agreed that he would attend as he is very knowledgeable on the beach front and would assist with any plans for that evening, he passed over his contact details to CLLR Mandy for further meeting times and location.

We feel there is a real commitment for the New Year's Eve fireworks to take place each year but we currently only are able to spend what is raised each year from the previous event. Fundraising for this will be in the forefront of Kayleigh's mind next year but can we all remember that we all benefit from the crowd at some point of the year and this is a community event so any help for either a charity box to be placed in your shop or a small donation to contribute would be very helpful or just support any other fundraising ventures you may be faced with within the year.

This was heavily agreed that we would like the fireworks in Beer on New Year's Eve and everyone understood the financial problem we have with the shortage of funds, it was suggested that maybe the Beer village Business/Traders could possibly help with a donation to help this evening go off with a bang (sorry couldn't help myself) as we all understand that we benefit from the crowd this brings in in a massive way.

- **Suggested that if anyone would like to make a donation to the Beer New Year's Eve Firework display then please contact the Beer Parish Clerk Mrs Annie Dallaway on [clerk.beerparishcouncil@googlemail.com](mailto:clerk.beerparishcouncil@googlemail.com); and request the bank details for a confidential BACS donation or alternatively please contact Kayleigh Westlake who will quite happily collect any confidential cash donations.**

It was also suggested that maybe the street traders on these events could be asked as to whether they would like to contribute to the next year of fireworks as they always seem to do quite well from the event, the only problem being is finding them. EDDC would have details as they would need to apply to them for a trader's licence but that wouldn't give us access to personal records for contact.

## 6. Beers Christmas Festive Fun Weekend Friday 10<sup>th</sup> December – Sunday 12<sup>th</sup> December

### Christmas Festive Fun Weekend

#### The festive line up

As of 18<sup>th</sup> October

#### **Friday 10<sup>th</sup> December**

- 3-7 Christmas CRAFT FAIR in St Michael's Church with Mulled Wine, Mince Pies and a raffle
  - Father Christmas is looking to visit the Craft Fair at around 4 and staying until 6
- 5:30 Christmas Tree Light switch on accompanied by Gayle Chapple and Choir to sing carols
- 6-8 Children's Disco in the Mariners Hall supported by Beers Community and Tourism Team and the Mariners Hall Committee

There will be a Tuck Shop inside the hall and a hot food offering outside supporting our Beer Scout Group

For the over 18's the bar will be open

Throughout the evening Beer business will be offering a warm welcome into their shops to browse freely for those first Christmas gifts or maybe even those last-minute ones too, for those that are super organised

You may find that the hospitality of the local business has become very generous at this time of year especially, with the possibility of a festive offering whilst perusing

- **Saturday 11<sup>th</sup> December**

- Festive Friends Window Spot, children from Beer C of E Primary School are going to be making festive friends eg snowmen from cotton wool, stars from lolly pop sticks etc and the shops in the village have agreed to display them throughout in their windows, the children can then bring ALL their family into Beer to spot them

- Refuelling Station situated at The Mariners Hall

Come and purchase a hot beverage and a locally homemade treat

- **Sunday 12<sup>th</sup> December**

- Carols on the cliff, from around 5pm Gayle Chapple and friends will help anyone else who would like to come and see the jubilee light up with tea lights sing some Christmas Carols, if weather isn't on our side, we can reconvene to the Mariners Hall

## **7. CTT Agenda and Minutes displayed/recorded**

At present Agendas and Minutes for the CTT are only sent out to BPC and CTT Members plus any public of whom show an interest and present their details in form of an e-mail address to Kayleigh Westlake or other members of the BPC in time.

This has been revised and decided that both the Agendas and Minutes will now be uploaded to the BPC website and the BPC notice board outside of The Mariners Hall.

## **8. Website**

- The Website review for the Beer Parish Council will be discussed on the 10<sup>th</sup> November Parish Meeting
- Beer Village website, for any amendment's on already listed directory or anyone wanting to add their local business to the website please contact the clerk Mrs Annie Dallaway via e-mail [clerk.beerparishcouncil@googlemail.com](mailto:clerk.beerparishcouncil@googlemail.com);

## **9. Beer Maps 2022**

- A little team within the CTT are quite excited about executing Beers own branded map through the BPC. An email will be sent out in due course with information on product and price so please keep

your eyes peeled, only business in Beer will be added to this map as many other village/towns we would like to promote what we have, there are other maps out there for others. Adverts are to be relevant to the village and that doesn't only mean for the eyes of tourists, it's for the people who support the village with keeping it going in many ways, we need to understand that there is a charge to be placed in/on the map and if some businesses don't wish to take part, we will then fill the gaps with possibly ones which seem a little un related to tourists visiting the village. This is to make a little money to help our village grow and if anyone wants to support that then they are fully entitled to take place in our new 2022 Beer Map. It was also suggested that the maps from previous years eg 2021 are too big, they don't fit in pamphlet holders although these aren't pamphlets advertising one business they are maps advertising lots of business and can be bigger than hand held, the bigger the more income plus they look better and no so crammed.

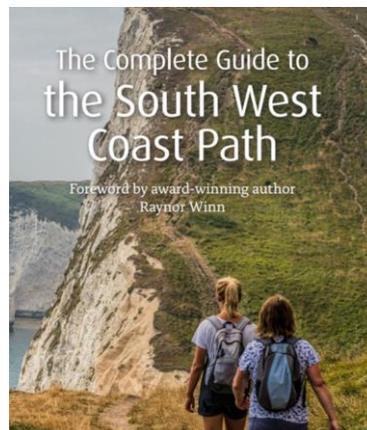
It has been suggested that to overcome copy right of any maps, we produce our own map with the very talented help of local resident and BPC member artist Emma Molony, she has agreed to run through this with Kayleigh.

## 10. The Complete Guide to the South West Coast Path renewal



Ready for 2022 on the  
South West Coast Path?

Take your place in the Complete Guide for £50



Hello - we've missed you over the 18 months and would love to see you back again in our **Complete Guide to the South West Coast Path 2022!**

We know it's been an unprecedented staycation season along the Path with more locals and visitors than ever making the most of the wonderful 630 miles of National Trail and enjoying great places to stay, eat and drink and take part in coastal adventures with local businesses like you.

Over 9 million visitors have enjoyed our amazing Path this year and bought over £520 million into the local economy.

Now it's time to make sure they come back to see you again by taking your place in our **Complete Guide to the South West Coast Path 2022 for just £50!** (Plus a free on-line entry ready for this season's winter walkers).

The Guide goes direct to our 10,000 plus members, who together with our 1 million website visitors and 70,000 social media followers, 'vote with their feet' to support Way Maker businesses who love the Coast Path. It's also available at our on-line shop.

Don't forget, by taking your place as a [Way Maker](#) in our Guide, you'll also be doing your bit to help us care for the Path which we need to keep safe for everyone to visit and enjoy. Like most of us, it needs some extra TLC after such a busy season and increasing impact from footfall and climate change.

**SIGN UP FOR YOUR ENTRY IN THE COMPLETE GUIDE 2022**

**DEADLINE OCTOBER 31st**

**As a former business member, simply [RENEW online as a Way Maker Plus](#) for £50 by 31st October.**

**Holiday Cottage companies, walking holiday providers and multi-base hotels/holiday parks need to check out our [bespoke packages](#)**

**NEED HELP WITH RENEWAL?**

Call Sarah on 01752 896237 or 07729 133124

email: [waymakers@southwestcoastpath.org.uk](mailto:waymakers@southwestcoastpath.org.uk)

- The feeling is that the village has and will benefit from this quite a lot, it has been very relevant this year with the number of walkers there now are. It was also reported by Norah Jagers that the link at East Devon Way has been completed, this completes a ring walk from Seaton to Beer, this is what they advertise the subscription being spent on, The SWCP.
- It was aired that Beer has become a through fayre and no one stops, we need to advertise why they want to stop and what we have for their picturesque walk, others said that they have people that walk to Beer, stay a night then carry on with their walk the next day.
- **What is the write up of Beer? Does this need renewing? Kayleigh and Annie to check**

✓ **Thursday 21<sup>st</sup> October at 13:37**

**This is the response I got from Sarah Gunn at SWCPA**

Hi Kayleigh

Here's a link to your entry on our website

<https://www.southwestcoastpath.org.uk/businessdb/824/>

You Way Maker package is still current and this will also include an entry in our Complete Guide 2022 where you will be listed as an Information Centre (address Fore Street, Beer)

You don't need to renew until end of November (although you can renew early) and you will receive an email reminder about this.

Please let me know if you need any further info and we hope you'll continue to support us.

If you are able to send out the following link re our Complete Guide to businesses in the Beer area that would be really helpful please <https://mailchi.mp/southwestcoastpath/waymaker-guide-758006> - the deadline for sign up is 31<sup>st</sup> October for those who aren't already Way Makers.

Thanks very much

Sarah



Sarah Gunn  
Business Engagement  
T: 01752 896237  
E: sarah@southwestcoastpath.org.uk w: southwestcoastpath.org.uk



South West Coast Path  
ASSOCIATION



South West Coast Path  
NATIONAL TRAIL

Come for a holiday, leave with an experience.



FOR THE PLANET



FR

Registered with FUNDRAISING REGULATOR

It seems to me that the original e-mail was for the Business to advertise other than our renewal being up

**Geoff is to contact Annie to check if we can renew without the decision going to full council at their next meeting on 10<sup>th</sup> November**

## 11. Beer products money banked and stock take

- Stock Take recorded 14/10/21
- Money banked from previous sales
  - -RockVilla £124
  - -Beer Village Stores £21
  - -Chocolate n More £0
  - -KDTC&CP £0

Rock Villa Ian and Jackie	Ceramic Mugs	39	£5 -£1 commission
	Tea Towels	26	£5 -£1 commission
Beer Village Stores Nigel and Karen	Aluminium Bottles	18	£7 -£1 commission
Chocolate and More Jane	Ceramic Mugs	36	£5 -£1 commission
	Tea Towels	27	£5 -£1 commission
	Aluminium Bottles	50	£7 -£1 commission
Kings Down Tail Caravan and Camping Park Dave and Vicki	Ceramic Mugs	30	£5
	Tea Towels	30	£5
	Aluminium Bottles	30	£7
The Follett's garage (not retail) Helen and Barry	Ceramic Mugs	Nil	
	Tea Towels	100	
	Aluminium Bottles	4x50	
3 Jubilee Cottages (not retail) Kayleigh BVEC	Nil	Nil	

- Having merchandise from the village is a good way of bringing in an income, once we have near enough emptied the shelves with the current stock it was suggested to maybe change design and items, to be discussed at a very much later date. If anyone does think they particularly see something sell well please pass on any ideas.

Maybe Emma could also design us a new image for any future merchandise produced? Alongside of the new map

Magnets and trolley tokens seem to sell well and pin badges also were requested.

## **12. Open Forum**

Geoff reported back to Tracey Chapple that he had been in touch and had a response from EDDC about the surfacing on the beach, it was moving slowly with EDDC but moving forwards, funding once again is the issue.